

GOHIO COMMUTE UPDATE AND PERFORMANCE MEASURES

**Air Quality Subcommittee
June 21, 2019**

ACTION REQUESTED

No action is requested at this time. This presentation is for information only.

- **Gohio Commute update and performance measures**

PREVIOUS ACTION

Staff has presented on this topic at previous Subcommittee meetings

BACKGROUND

- **Gohio Commute launched in April 2017, with ribbon cutting ceremony May 11**
- **Since launch, staff has worked to engage businesses, universities, local government agencies, and other organizations to create subsites**
- **Subsites enable organizations to create targeted incentives for employees; track their progress**



BACKGROUND

- **Staff has created performance measures to track progress of Gohio Commute**
- **Performance measures cover four (4) categories:**
 - User Metrics
 - Outreach and Promotion Metrics
 - Systemwide Performance Metrics
 - Platform Administration and Enhancement Metrics



BACKGROUND

User and Systemwide Metrics (as of May 31, 2019):

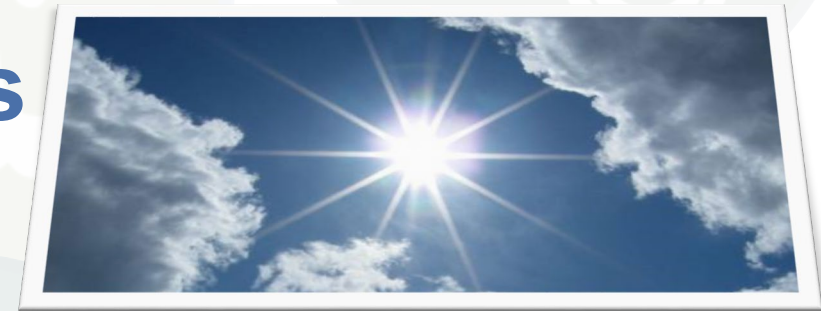
- Total users: 5,936
- Total trips (all modes): 64,453
- Total non-SOV trips: 54,168
- Total VMT avoided: 518,569
- Total calories burned: 5,879,771



BACKGROUND

User and Systemwide Metrics (as of May 31, 2019):

- CO₂ avoided: 132.47 metric tons
- CO avoided: 1,700.95 kg
- NO_x avoided: 312.12 kg
- VOCs avoided: 74.56 kg
- PM_{2.5} avoided: 17.62 kg



BACKGROUND

Outreach and Promotion Metrics:

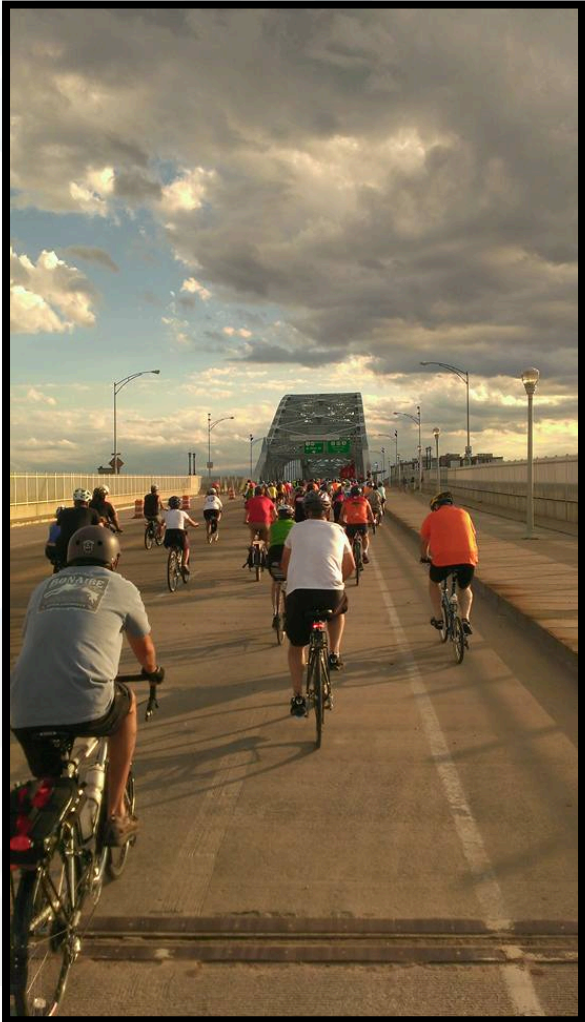
- **51 organizations have created subsites on Gohio Commute**
- **There are 88 total subsites/networks on the platform**
 - Some organizations have created multiple subnetworks for different locations, buildings, etc.
 - Three (3) new networks since March 2018 AQS meeting
 - Monthly newsletter sent to all subsite administrators



BACKGROUND

Platform Administration and Enhancement Metrics

- 18 total challenges
- 104 total events
- 40 employer/organization incentives
- Worked with RideAmigos & Mid-Ohio Regional Planning Commission to develop Specialized Mobility Search function



BACKGROUND

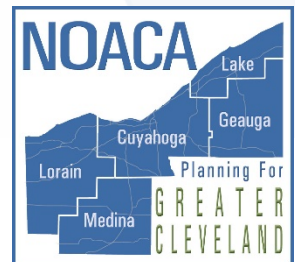
- In May, NOACA partnered with Bike Cleveland and uGO to host a bike challenge
- Challenge rewarded commuters who logged bike trips
- Participants:
 - Logged 1,454 trips
 - Saved over 3.3 tons of CO₂
- Provided gift cards to local bike shops for weekly raffle winners, top performers



The poster features the 'gohio commute' logo at the top, with 'gohio' in white and 'commute' in green. Below it, 'MAY BIKE CHALLENGE!' is written in large green letters. A green box contains the text 'WEEKLY DRAWINGS FOR ALL PARTICIPANTS. GRAND PRIZES FOR TOP BIKE COMMUTERS!' and a small graphic of a person on a bike with a 'BIKE CLEVELAND' banner. At the bottom, the NOACA logo is shown, which includes a map of the region and the text 'Planning For GREATER CLEVELAND'. The uGO logo is also present, with the tagline 'CONNECTING UNIVERSITY CIRCLE'. A paragraph of text provides details about the challenge, including the website gohiocommute.com/s/bikemonth2019 and the eligibility criteria.

Resolve to bike more during the month of May!
Visit gohiocommute.com/s/bikemonth2019, log your bike trips, and check the leaderboard for up-to-the minute standings. Use the bike instead of the car and you'll be eligible for weekly raffle prizes. Top bike commuters will take home the grand prizes! Form a bikepool and commute with others for maximum fun and cleaner air!

Up to two bike commutes/trips/errands per day are eligible May 1-31. Open to residents/employees/students of Cuyahoga, Geauga, Lake, Lorain, & Medina Counties. Questions? Contact GohioCommute@mpo.noaca.org.

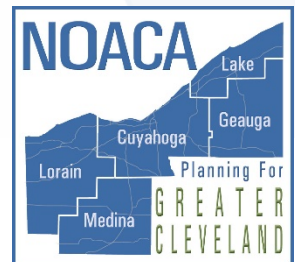


NEXT STEPS

- Staff will continue to promote Gohio Commute to interested organizations
- Staff will work with RideAmigos to improve the platform, launch Specialized Mobility Search function
- Staff will create new events on the platform



A Smarter Way





NOACA will **STRENGTHEN** regional cohesion, **PRESERVE** existing infrastructure, and **BUILD** a sustainable multimodal transportation system to **SUPPORT** economic development and **ENHANCE** quality of life in Northeast Ohio.

